

## ABSTRACT

A program guide is generated, in which a plurality of program cells are arranged two-dimensionally based on a display priority level set corresponding to each of categories, a display mode corresponding to each of the categories, and program information. Thus, a user can identify a category via the corresponding display mode for displaying the corresponding program cells, in the program guide. The user can also view program cells in the display modes corresponding to respective categories, in the program guide, whereby the user can quickly locate an area or areas crowded with programs belonging to favorite categories.